

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: December 14, 2017

Item Number: **013**

Economic Development Department

Approve an ordinance amending the Fiscal Year 2017-2018 Economic Development Department Cultural Arts Fund (Ordinance No. 20170913-001) to increase expenditures by \$240,000 in order to provide funding for Council Budget Rider C-29 related to expanded hours at Parks and Recreation Department Cultural Centers for artists and arts programs that attract tourists and convention delegates.

Lead Department	Economic Development Department.
Fiscal Note	Funding in the amount of \$240,000 is available from the ending balance of the Fiscal Year 2017-2018 Cultural Arts Fund. A fiscal note is attached.
Prior Council Action	September 13, 2017 - Council adopted the Fiscal Year 2017-2018 budget.
For More Information	Kevin Johns, Director or Sylnovia Holt Rabb, Acting Deputy Director, 512-974-3131.

Additional Backup Information:

In September 2017, Council passed a budget rider (C-29) to explore the possibility of funding expanded hours at the Parks and Recreation Department's Cultural Centers using Hotel Occupancy Tax Revenue from the Economic Development Department's budget. The intention of the funding is to provide temporary staffing necessary to keep cultural centers open during

the week until 11pm for the next two years in order to accommodate rehearsals and performances by Austin's artists and encourage the promotion of arts programs to tourists and convention delegates.

These funds will be used to support current artist residency programs already in place at the Emma S. Barrientos Mexican American Cultural Center and the Dougherty Arts Center, as well as to provide opportunities for new artist access programs at the Asian American Resource Center and the George Washington Carver Museum and Cultural Center. The funds will allow the Parks and Recreation Department to provide an expanded level of support without an increased cost to the individual Cultural Centers.

The expanded Artists Access Program will feature some new benefits and requirements:

- The expansion of the residency program has the potential of impacting an additional 12 artist and arts organizations (on average 144 artists) by providing low-cost rental space in parks and recreation facilities;
Each artist and arts organization must be an approved Cultural Contractor, or must have completed an application to be a Cultural Contractor to comply with Hotel Occupancy Tax requirements;
- Artists will receive the benefit of two temporary staff members to open and close the facility; these staff members will also provide technical support and marketing support to attract tourists and convention delegates to the performances;
- Artists will be chosen by an impartial community panel, as recommended by the Economic Development Department, overseen by the Parks and Recreation Department, in one aggregate process to select the top candidates;
- Selection criteria includes alignment with the mission of each of the Cultural Centers and the ability of the program to attract tourists and convention delegates;
- Artists and arts organizations may rehearse at one facility and perform at another facility pending space availability and suitability;
- All current artists would be "grandfathered" into the new program when they sign the new agreement associated with the use of parks and recreation facilities, but they must commit to a public performance that is marketed to tourists and convention delegates;
- Any decisions about phasing out artists based on non-compliance of contract terms must be approved by the Parks and Recreation Department and the Economic Development Department.